

# SAP Predictive Analytics

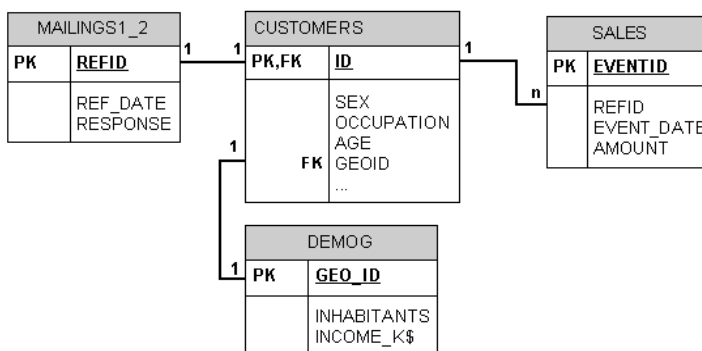
## Sample files for event log aggregation scenarios

To perform the event log aggregation scenario described in the [SAP Predictive Analytics documentation](#), you will need to use the sample data files listed in the table below.

Filename	Description
<a href="#">Customers.csv</a>	reference data about your company's customers. It lists 360,000 customers, who are described by 13 variables, such as their gender, their age or their occupation, and so on.
<a href="#">Demog.csv</a>	<b>demographic data.</b> It lists 200 geographic areas that are described by their number of inhabitants, the average income per inhabitant and other continuous variables.
<a href="#">Sales.csv</a>	<b>Transaction data</b> of the customers referenced in the <a href="#">Customers.csv</a> file. It lists about 3,400,000 purchases, which are described by an identifier, an amount and a date. About a dozen transactions or so are referenced for each customer.
<a href="#">Mailings1_2.csv</a>	This file contains the responses of the first 60,000 customers of the Customers.csv file to the incentive mailing that your marketing department sent. It also contains the date the mailing was sent on.
<a href="#">Mailing3.csv</a>	This file contains the <b>actual responses</b> to the marketing incentive mailing of the 300,000 customers you will need to target. You will not use this file to perform the scenario. You could use it at the end of the scenario in order to check the efficiency of the customer targeting that you will have done thanks to your data mining model.

**Important** - We strongly recommend that you do not change the names that we specify for data tables and other files. Otherwise, you will have to adapt SQL queries and other settings to your particular situation.

The diagram below shows the data tables used for the scenario and the relationships between these tables.



**Note** - On the diagram above, **PK** stands for "Primary Key", **FK** stands for "Foreign Key" and **I** stands for "Index".

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